

Roll No.

Total No. of Questions : 07]

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BBA (Sem. - 4th)

RESEARCH METHODOLOGIES

SUBJECT CODE : BB 401 (2008 to 2011 BATCH)

Paper ID : [C0218]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is Compulsory consisting of ten questions carrying two marks each.
- 2) Section - B contains six questions carrying ten marks each and students has to attempt any four questions.

Section - A

- Q1)** a) Define research and its objective.
- b) List different types of research.
- c) What is scaling? Give one example.
- d) What are methods of data collection?
- e) What is role of coding in research?
- f) What is scope of research?
- g) Discuss the role of report writing in research.
- h) Define research as process.
- i) What are limitations of research?
- j) What is rating and ranking scale?

Section - B

- Q2)** What is role of sampling in research process ? Discuss various sampling techniques.
- Q3)** Discuss the different secondary methods of data collection in detail.
- Q4)** Discuss the procedure of construction of scaling techniques.
- Q5)** What are the major parts of questionnaire? Explain with an example.
- Q6)** What are the major components of presentation for research methodologies?
- Q7)** What is population sample? Explain with example.

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